

Date Mailed
April 4, 2000

BEFORE THE
PUBLIC SERVICE COMMISSION OF WISCONSIN

Application of CenturyTel of Southern Wisconsin, Inc., for Approval
of an Alternative Regulation Plan

4590-TI-100

**NOTICE OF PROCEEDING
AND INVESTIGATION AND ASSESSMENT OF COSTS
AND HEARINGS**

Public Hearings:

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| Hearing Date: | Thursday, May 4, 2000 – 1:30 p.m. and 7:00 p.m. |
| Hearing Location: | Rosendale-Brandon School Auditorium 200 W. Bowen St., Brandon, WI |

Technical Hearing:

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| Direct Testimony Due: | April 25, 2000 – Noon |
| Rebuttal Testimony Due: | May 2, 2000 – Noon |
| Hearing Date: | May 9, 2000 – 9:00 a.m. |
| Hearing Location: | Public Service Commission, 610 North Whitney Way, Madison, WI |

THIS IS A PROCEEDING to consider whether it is in the public interest to approve an alternative regulation plan for CenturyTel of Southern Wisconsin, Inc. (CTSW), and if so, what provisions should be included in such a plan. Wis. Stat. §196.195(12)(b)3 directs the Commission to regulate telecommunications utilities with the goal of developing alternative forms of regulation and to approve an incentive regulatory plan for each telecommunications utility in the state. Pursuant to Wis. Stat. §196.195(12)(b), the Commission shall identify all of the following in making a determination as to whether the Plan is in the public interest:

- (a) The goals to be achieved, which may include promoting competition, infrastructure deployment, economic development, consumer choice, productivity, efficiency, quality of life, societal goals, or universal service.

- (b) The authorized incentive and how the incentive is expected to help achieve the identified goals.
- (c) The measurement to be used to evaluate successful attainment of the identified goals.
- (d) The extent to which Petitioner has contributed to the Wisconsin Advanced Telecommunications Foundation, established under Wis. Stat. § 14.28.

On December 29, 1999, CTSW filed an application for an alternative regulation plan (Plan) under Wis. Stat. § 196.195(12). If approved, the Plan would cover a five-year period, and include a provision that the applicant is allowed to adjust rates within specified limits based on rate rebalancing and attainment of specified objectives. Rate rebalancing generally involves increases to rates for local residential service, and decreases to rates for intrastate access services. The first price changes would not occur until one year after Plan approval. The Plan would also remove limitations on earnings and include commitments related to infrastructure and service quality, waiver of certain statutory sections, and implementation of procedures to promote competition in the applicant's service territory. Details of these and other proposals are contained in the applicant's filing. Copies of the applicant's filings may be obtained by written request to Timothy Steffes, CenturyTel, P.O. Box 4800, La Crosse, Wisconsin 54602-4800 or by e-mail addressed to *tim.steffes@centurytel.com*.

The utility is responsible for giving notice to its customers of the filing of its application with the Commission and, pursuant to Wis. Admin. Code § PSC 2.73, for producing proof of notice at the hearing.

NOTICE IS GIVEN that a public hearing will be held beginning on Thursday, May 4, 2000, at 1:30 p.m. and 7:00 p.m. at the Rosendale-Brandon School Auditorium, 200 W. Bowen St., Brandon, WI, and continuing at times to be set by the presiding Administrative Law Judge. This building is accessible to people in wheelchairs. Any person with a disability who needs additional accommodations should contact the case coordinator listed below.

A technical hearing will be held beginning on Tuesday, May 9, 2000, at 9:00 a.m. in the Amnicon Falls Hearing Room at the Public Service Commission Building, 610 North Whitney Way, Madison, Wisconsin, and continuing at times to be set by the presiding Administrative Law Judge. This building is accessible to people in wheelchairs through the Whitney Way first floor (lobby) entrance. Parking for people with disabilities is available on the south side of the building. Any person with a disability who needs additional accommodations should contact the case coordinator listed below.

The Commission considers it necessary, in order to carry out its duties, to investigate all books, accounts, practices, and activities of CTSW. The expenses incurred or to be incurred by the Commission which are reasonably attributable to such an investigation will be assessed

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against and collected from CTSW, in accordance with the provisions of Wis. Stat. § 196.85 and Wis. Admin. Code ch. PSC 5.

Persons who desire to actively participate as a party must request party status in writing. Party status requests should be addressed to Jeffry J. Patzke, Administrative Law Judge, Public Service Commission of Wisconsin, P.O. Box 7854, Madison, Wisconsin 53707-7854.

This is a Class 1 proceeding as defined in Wis. Stat. § 227.01(3)(a).

The Commission does not discriminate on the basis of disability in the provision of programs, services, or employment. Any person with a disability who needs accommodations to participate in this proceeding or who needs to obtain this document in a different format should contact the case coordinator listed below.

Questions from the media may be directed to Jeffrey L. Butson, Public Affairs Director, at (608) 267-0912.

Questions regarding this matter may be directed to case coordinator Thomas Ferris at (608) 266-1124.

Dated at Madison, Wisconsin, _____

By the Commission:

Lynda L. Dorr
Secretary to the Commission

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